

# Analyzing the green industry and related sub-sectors in Tennessee: challenges and prospects

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## V(A). Planned Program (Summary)

### 1. Name of the Planned Program

Analyzing the green industry and related sub-sectors in Tennessee: challenges and prospects

## V(B). Program Knowledge Area(s)

### 1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
601	Economics of Agricultural Production and Farm Management				50%
604	Marketing and Distribution Practices				50%
	<b>Total</b>				100%

## V(C). Planned Program (Inputs)

### 1. Actual amount of professional FTE/SYs expended this Program

Year: 2007	Extension		Research	
	1862	1890	1862	1890
<b>Plan</b>	0.0	0.0	0.0	2.2
<b>Actual</b>	0.0	0.0	0.0	2.2

### 2. Actual dollars expended in this Program (includes Carryover Funds from previous years)

Extension		Research	
Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
0	0	0	90999
1862 Matching	1890 Matching	1862 Matching	1890 Matching
0	0	0	69187
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	0	0	0

## V(D). Planned Program (Activity)

### 1. Brief description of the Activity

Provide information to green industry and related sub-sector service providers at special events such as trade shows and field days.

### 2. Brief description of the target audience

Green industry producers, landscape businesses, consumers of green industry products and services, and policy makers.

**V(E). Planned Program (Outputs)**

**1. Standard output measures**

**Target for the number of persons (contacts) reached through direct and indirect contact methods**

	<b>Direct Contacts Adults</b>	<b>Indirect Contacts Adults</b>	<b>Direct Contacts Youth</b>	<b>Indirect Contacts Youth</b>
<b>Year</b>	<b>Target</b>	<b>Target</b>	<b>Target</b>	<b>Target</b>
<b>Plan</b>	0	0	0	0
2007	0	0	0	0

**2. Number of Patent Applications Submitted (Standard Research Output)**

**Patent Applications Submitted**

**Year Target**

**Plan: 0**

2007: 0

**Patents listed**

**3. Publications (Standard General Output Measure)**

**Number of Peer Reviewed Publications**

	<b>Extension</b>	<b>Research</b>	<b>Total</b>
<b>Plan</b>			
2007	0	0	0

**V(F). State Defined Outputs**

**Output Target**

**Output #1**

**Output Measure**

Scientific publications and policy papers relating to economic analysis of the green industry in Tennessee

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2007	2	2

**V(G). State Defined Outcomes**

<b>O No.</b>	<b>Outcome Name</b>
1	Percentage of program participants with potential problems, knowledge of exports and their information needs determined
2	Percentage of program participants with an increase in exports of nursery products and producers' income
3	Percentage of program participants with increased sales and income
4	Percentage of program participants receiving assistance in decreasing knowledge gaps, marketing and market access
5	Percentage of program participants with increased knowledge of exports potential and opportunities by producers

**Outcome #1**

**1. Outcome Measures**

*Not reporting on this Outcome for this Annual Report*

**2. Associated Institution Types**

**3a. Outcome Type:**

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
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**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

**What has been done**

**Results**

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
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**V(H). Planned Program (External Factors)**

**External factors which affected outcomes**

- Economy
- Public Policy changes
- Government Regulations
- Populations changes (immigration,new cultural groupings,etc.)

**Brief Explanation**

**V(I). Planned Program (Evaluation Studies and Data Collection)**

**1. Evaluation Studies Planned**

- Before-After (before and after program)
- During (during program)
- Case Study

**Evaluation Results**

{No Data Entered}

**Key Items of Evaluation**

{No Data Entered}